DET 2.0
CENTCOM Public Affairs Engagement within the AOR's Emerging Media

Mission (U)

- **(U) Performs tasks to counter extremist ideology, disinformation, and misinformation about CENTCOM operations and strategic engagement by participating in discussions on emerging media sites whose target audiences are within our AOR.**

Function (U)

- **(U) DET serves as a means to:**
  - **Counter factual mis/disinformation on US policy and operations in the AOR**
  - **Challenge assumptions on US motives**
  - **Inform audiences of important news and facts missing from media coverage**

- **Current capabilities**
  - **4 Arabic Linguists**
  - **1 Farsi Linguist**

Function (U)

- **(U) Main sites engaged:**
  - **Aljazeera.net**
  - **Alarabiya.net**
  - **Aljazeeratalk.net**
  - **Elaph.com**
  - **Moheet.com**
  - **Iranclubs.org**

- **Social media**
  - **Arabic Facebook page launched**

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DET 2.0 Launch (April 2009) (U)

- **(U) New Methodology**
  - –**Focus on sites with significant influence in the region**
  - –**Engage in Conversations**
    - –**Cease repurposing of press releases/video, unless they are of real strategic value (e.g., Mando Zayi bombing)**
    - –**Reduce DET man hours spent doing translation/editing**
    - –**Monitor sites for news and discussion of CENTCOM operations/US policy in the region and engage to counter misinformation, add value to discussion**
- **(U) Research**
  - –**Benchmark study of sites of strategic value to CENTCOM (i.e., popular sites that discuss policy areas in which CENTCOM plays a significant role)**
  - –**Review of languages most prevalent in the AOR's on line communities**
  - –**Most popular blogs and news forums, as well as most influential bloggers and participants, with an eye toward biases and agendas.**
- **(U) Retooling the DET IAW research findings**
  - –**Add media relations skills sets to the team**
  - –**Resize DET IAW review results – language demands within the AOR**
  - –**Site visits to agencies for training (State Dept.'s DOT)**

Way Ahead (U)

- **(U) Social Media Management Tools**
  - **"Dashboard" tools, Alerts, RSS – minimize time spent searching for relevant posts**
  - **Social Media measurement tools – benchmarks**
  - **Ecosystem mapping**
  - **Measuring influence**

- **(U) Timeline**
  - **5-15 APR 09   Orientation of DET on new ROE, CCPA integration**
  - **5-15 APR 09   Initial site selection**
  - **15 APR 09   Begin 2.0 ROE;**
  - **Summer 09   Results of benchmark study**
  - **AOR social media review**
  - **Fall 09   Resize DET makeup IAW benchmark results**
  - **Fall 09   Implementation of Social Media Management tools**

ROE (U)

- **(U) Issues and Topics**
    - –**Relevant to USCENTCOM activities (operations, policies, engagement)**
    - –**Policy issues**
    - –**Avoid:**
        - –**Religious doctrine and other philosophical discussion (e.g., "what is terrorism?")**
        - –**Internal political matters**
        - –**Regional political figures by name**
        - –**Criticism of governments or political figures – but feel free to engage policies themselves**
- **(U) Conduct**
    - –**Always provide factual information and let facts speak for themselves**
    - –**Information is attributable to USCENTCOM/USGOV**
    - –**Speak for USCENTCOM – minimize personal opinions**
    - –**Professional and courteous dialogue – no insults or inflammatory language**
    - –**Collaboration – all products/responses shared with fellow team members and supervisors before hitting send**

Samples (U)

ww.moheet.com/show_news.aspx?nid=250021&pg=1#down

Translation:

"It is very clear that what these groups are doing in Iraq is targeting civilian population and religious events, doing their best to incite sectarian violence. They do not discriminate in choosing their victims, and have killed far more innocent Iraqi civilians than US or Iraqi security forces. This is an undeniable fact...

As for the US forces, while we are not perfect, we do not intentionally kill civilians, but do our best to protect them from these terrorists. We are in Iraq today under an agreement negotiated with a sovereign Iraqi government chosen

Moheet.com posting, 28 APR 09

Samples (U)

Translation:

"Central Command does not bear any grudges against Islam or Muslims, and does not work in any way to control the region's resources, or to dominate the region. Our mission simply focus on promoted cooperation among nations, responds to crises, and deters or defeats state and nonstate aggression, and supports development and, when necessary, reconstruction in order to establish the conditions for regional security, stability, and prosperity."

الأخبار

الأربعاء 1430/5/4 هـ – الموافق 2009/4/29 م (آخر تحديث) الساعة 17:25 (مكة المكرمة)، 14:25 (غرينتش)

الصفحة الرئيسية: دولي | القائمة الرئيسية

التهديدات الإيرانية قربت هذه الدول من أميركا

وأشنطن تساعد دولا عربية للتصدي للقاعدة وإيران

- المتساعون ينشئ قرية أفغانية للتدريب على محاربة طالبان
- كلينتون: إسرائيل بإصالها السلام تخسر دعم العرب ضد إيران
- إسرائيل تسعى لشراء منظومة أميركية مضادة للصواريخ
- أوباما يطلب 83.4 مليار دولار إضافية للعمليات العسكرية
- موشروك وموتن بباكستان تحثها على تكثيف حربها لتسمين

■ أهم أخبار الصفحة الرئيسية

- مصرع ثلاثة جنود أميركيين بالأنبار والصدر يزور تركيا
- الجيش الباكستاني وطالبان مواجهة للشعب قول فيها
- مطالبة أممية لإسرائيل بوقف هدم بيوت الفلسطينيين بالقدس

بتراوس: التهديدات الإيرانية في المنطقة جعلت دول الخليج تحرص على تقوية علاقتها بالولايات المتحدة (الرويسا)

قال رئيس القيادة المركزية للجيش الأميركي في الشرق الأوسط وآسيا الوسطى الجنرال الأميركي **ديفد بتراوس**، إن الولايات المتحدة تساعد القوات عربية من بينها مصر ودول خليجية لمواجهة "تهديدات" تنظيم القاعدة وإيران
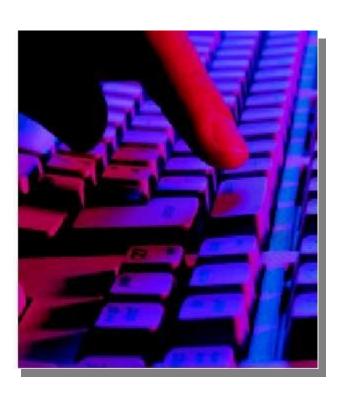
Aljazeera.net posting, 29 APR 09

Issues and concerns (U)

- **(U) Personnel**
  - –**Right mix of language/cultural expertise and PA/media relations competence**
  - –**Right mix of languages for AOR internet audiences**

- **(U) Engagement vs. "broadcast"**
  - –**Can't "fire and forget" – must engage in conversation and stay engaged**
  - –**More difficult to "stay in your lane"**
  - –**Difficult to avoid being viewed as "trolls"**
  - –**Difficult to avoid personal attacks/vitriol**
    - –**Nature of the medium**
    - –**Who we are**
  - –**Issues not limited to current events – historical perspective**
  - –**"Working without a net"**

Long Term Goals (U)

- **(U) What do we want to gain from this?**
  - –**Greater penetration of our message**
  - –**Relationship building – No longer viewed as "trolls" but respected as contributors of a different point of view**
  - –**Messages valued as sincere even if not agreed with**
  - –**Less questioning of motives**
  - –**Fewer accusations, more questions**
  - –**Less likely to accept conspiracy**

UNITED STATES CENTRAL COMMAND

Building A Better Tomorrow